

LEO BURNETT U.S.A.

AD# 110-00 "KING OPTIMUS" - Reg# M-96428-7990-(9 3/4" X 11 1/4")-4/C-Sunday Supplements, 1987  
(R04)

**FIRE UP A Blues.**

*A whole new shade of menthol.  
The mellow smoke.*

Kings and Kools

15 mg "tar", 1.0 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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